



**IOWA  
ASSOCIATION  
OF BUSINESS  
AND INDUSTRY**

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### **Iowa Association of Business and Industry Announces Rebrand**

DES MOINES, Iowa – The Iowa Association of Business and Industry has unveiled a new and improved brand identity and refreshed logo design.

ABI's mission is to nurture a favorable business, economic, governmental and social climate within the state of Iowa so our citizens can have the opportunity to enjoy the highest possible quality of life. The new brand reinforces that mission.

“With a vision of furthering ABI’s mission, and after careful consideration, a new logo was developed that reflects our commitment to Iowa and reflects a more modern look,” said Mike Ralston, ABI President.

Elements of ABI’s refreshed include a new logo, new brand colors and updated typography. The new branding will be implemented across all marketing materials in the upcoming weeks.

Brand guidelines and logos can be found [here](#).

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The Iowa Association of Business and Industry (ABI) has been the voice of Iowa business since 1903. Its mission is to provide a strong, unified voice to business and industry on issues affecting Iowa employers. ABI is comprised of 1,500 member companies of all types and sizes in all 99 counties employing more than 330,000 Iowans.